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533 Grant Place
CHICAGO, ILL.

From Mr. Lloyd Kenyon Jones,
President, Stead Center,
Chicago, Illinois.

Esteemed Friend:

The first two volumes of our "Table-top" series have proved so popular, and so urgent has been the demand for more of these concise, helpful "Table-top" treatises, we are placing before you an opportunity to be among the first buyers of our next two "Table-top" volumes; "MEMORY KEYS" and "THE NATURAL LAW OF SUCCESS."

You are interested in Memory. Everybody is concerned with memory development. There is not a more valuable asset that any person can possess than a keen, dependable memory.

There are different institutions in this country operated for personal profit, that charge anywhere from \$25 to \$100 for courses in memory development. When you learn their instruction, does it not stand to reason that you have simply added to your memory burden? Is it not reasonable, in your estimation, that a logical, natural system of developing your memory should start right in by helping you to REMEMBER?

You will find that "Memory Keys" gives you a simple, direct method and does not burden your mind with additional things to remember. You start right in by remembering the things you need to remember, and you see clearly just how your own memory should be developed for your own advantage.

The "Table-top" volume on "The Natural Law of Success" is equally helpful, because it gets down to the bed-rock of FACT. EVERYBODY wishes to succeed in some direction. The people who are successful wish to be more successful. Success may mean money or fame, or the satisfaction of work well done. It may mean freedom from care, or the working out of some plan that is cherished by the heart. Success may not mean the same to you that it means to another person. But the principles of success are the same without respect to the nature of that achievement.

You will be inspired when you have read "THE NATURAL LAW OF SUCCESS." You will refer to it frequently. When you are inclined to be discouraged and disconsolate, you will find that "The Natural Law of Success" brings NEW PURPOSE to you--fills you with NEW AMBITION. It convinces you that your efforts have not been in vain. This little treatise helps you. It is PRACTICABLE. It talks to you about the conditions that affect you in your daily work.

In writing these "Table-top" volumes, I have made no mention of SPIRITUALISM--for this reason: We have received many letters from people with the thought running in this manner: "We believe in the teachings of Spiritualism, but it seems to us that those teachings should help us here and now in our daily work."

We wish to show you that these teachings DO help you HERE AND NOW. And we have kept these two volumes right down to earth--down to your present state of being and within environments in which you live.

You will be pleased to learn that many of the biggest and most successful sales

managers of corporations in America are ordering copies of "Memory Keys" and "The Natural Law of Success" for their salesmen.

For many years I wrote sales matter for some of the largest corporations in the United States. In those sales talks, I always embodied the truths of Spiritualism without mentioning Spiritualism. Business men and salesmen of all types of religious faith recognize those truths. So long as the label of Spiritualism was not attached to them, they became inspired with the facts that were placed before them.

We are taught in our seance-room to never try to force our faith on any person, but to be ready and willing at all times to help everybody without respect to creed. If we can carry to people of different faith the essence of our own truth, and give them the practical value of that truth, we feel that we are living up to our duties to our fellow-mortals.

Sometimes we make investments. We invest in mortgages or stocks or bonds with the hope of making money. Here is an opportunity to invest just ONE DOLLAR in the improvement of your own THOUGHT-FORCE. Did you ever make a dollar in your life without the exercise of thought? The more systematic and penetrating your thought, the more money it will make for you.

I predict freely and without exceptions--without reservations--that the dollar you invest in these two "Table-top" volumes, by sending within the next two weeks and getting them at this low introductory price, will improve your earning-power! It will help you in your work. I predict that this small investment will pay you better returns in renewed energy, in greater ambition, in clearer thinking, than you have ever made from an investment many times one dollar!

It is our wish to teach people that the truths of Spiritualism pertain to this life, that this life is important and that our daily work is important and necessary. It is our desire to show men and women that the science back of medicine, back of the different professions and trades, has exactly as much to do with the spirit as the other philosophy pertaining to life beyond the grave. We wish to show people that whatever exists is natural and belongs within the scope of God's natural law. This must pertain to the practical things of life the same as it pertains to religious thought.

When you send your dollar for both copies of these "Table-top" treatises, that will come to you prepaid, please remember that we are giving you a special extension of one-half price, which means the price of one dollar, for the first two "Table-tops"; "THE DEVELOPMENT OF MEDIUMSHIP" and "HEALING FORCES." If you have not sent your order for these, or if you wish to procure copies for friends, do not fail to grasp this opportunity during the period of two weeks following the receipt of this letter and the accompanying circular.

I know that you will read the circular that is being mailed with this letter, because it carries an important message of inspiration and help to you.

And I would suggest that in sending your order for the "Table-tops," you also enclose 20c in addition, in stamps or silver, for our new 32-page booklet, "Unmasking Fear."

You will find a special order form with this letter and the circular, and you will also find a return envelope. Make an X after the "Table-top" or combination of "Table-tops" which you are ordering. You will find square spaces after the description of each "Table-top" volume or combination of volumes, and also a square after the description of "Unmasking Fear."

You have two weeks to send your order at this special introductory price, which is one-half the regular price of these volumes. Do not wait until the expiration of these two weeks, but get your order in the mail TODAY while this offer is before you!

Very sincerely yours,

Lloyd Kenyon Jones
President.

THE WM. T. SCLAD MEMORIAL CENTER

Two New, Winning "Table-top" Volumes "Memory Keys" AND "The Natural Law of Success"

Wake Up the Vital Forces of Your Mind!

Why should one mind be so much better than another mind? Why should one person be a big success and another a miserable failure? One mind is TRAINED—makes use of the forces at its command; another mind is untrained, never learns how to use the forces that are so necessary in success-building! The mind of the winner and the mind of the loser are much alike. They have similar processes of thought. Why shouldn't one mind be equal to the other—or at least almost equal? Those persons who WAKE UP the sleeping forces of their minds, DO BETTER in life!

Learn *How* to Remember!

MEMORY has brought success to many persons. The statesman, the lawyer, the physician, the teacher, the business man, the workman, the housewife all depend on memory.

How many times have you fumbled for names—or tried to "place faces," or were obliged to confess that you did not recall some incident mentioned by a friend?

Suppose you could retain everything you have studied—every fact that has been brought to your notice?

How could the musician succeed without memory? What would happen to the locomotive engineer without memory on tap every minute? You know what HAS HAPPENED when an engineer has forgotten his orders!

How could an actor succeed without a retentive memory?

How can ANYBODY succeed without a well developed memory?

THOUGHT and MEMORY: There is your mental equipment. You need memory just as much as you need the power to think!

One of the most important parts of Success is to be found in the links of the memory-chain that couples up past experiences and thoughts with today's needs and opportunities!

"I didn't think! I didn't remember!" There you have the excuse for millions of failures.

You never realize the deficiency of flabby muscles until some urgent need arises. You never appreciate the value of memory quite so much as when there is an URGENT DEMAND to remember!

Many a person, on the witness stand, with his future at stake, would be glad to pay a thousand dollars for a perfect memory of some conversation or transaction that has "slipped his mind" at a critical moment.

Neglected memory is like uninsured property. It carries a very definite RISK with it. If something happens—unexpectedly—perhaps memory will be the only thing that can save the situation.

Don't wait until you feel the pressing need of a good memory. Start NOW to improve your memory!

Learn *How* to Succeed!

Everybody is trying—or should try—to SUCCEED in some direction, in some calling, in some aspiration in life!

There are BIG men and women in every line of business—in every profession; big people socially—big people financially—big people mentally. And just as there are big people, there are also little people.

If you were unfamiliar with mechanical things, and went into a machine-shop to have something made, what would you do if the proprietor said, "Here is the equipment, and here are the raw materials that you need; now, go ahead and do the work yourself"?

Unless you KNEW THE RULES, you would not know where to begin, would you? If you did not know all that a physician has learned, you could not diagnose a case and prescribe a remedy. If you did not know the rules of banking, you might fail in the banking business though you had a million dollars back of you.

There are RULES governing everything we do.

Why should there not be RULES OF SUCCESS?

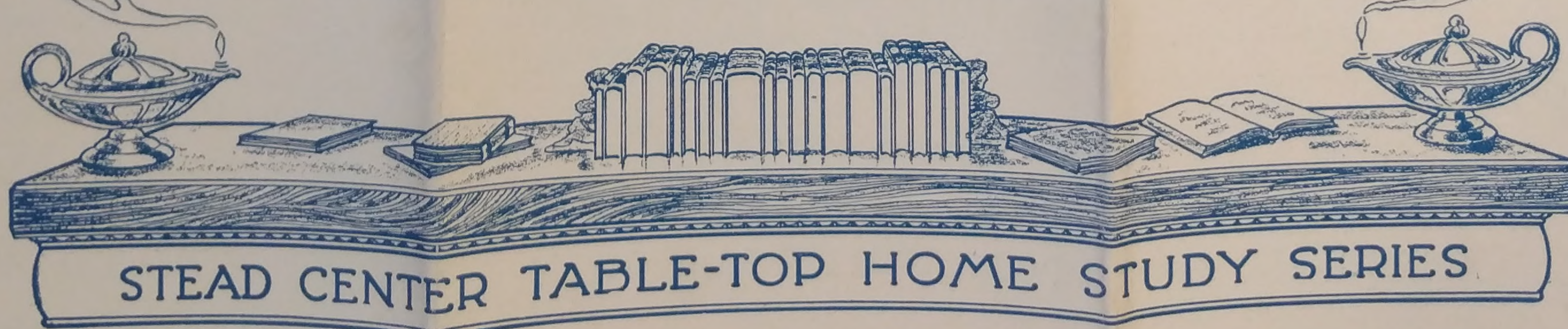
Sometimes a person feels that he or she is being "treated shamefully" in the battle of life—when the fault is LACK OF TRAINING!

Even when many a person has done the hardest, sincerest kind of work for years, there seems to be no success in sight!

To YOU, Success might mean making money—or winning fame. It might mean "getting along comfortably." Or it might mean getting an education.

YOU are interested in success—for yourself or others. Everybody is interested in success. We all like to see people "get along" in life. We are proud to tell about friends of ours who have WON!

Success may be won through hard, plodding work. It may be won through applying certain BED-ROCK PRINCIPLES.



\$1 MAILED WITHIN THE NEXT TWO WEEKS WILL SECURE BOTH OF THESE TREATISES! \$1 BUYS \$2 WORTH!

A Simple, Effective Method of Improving Your Ability to Remember!

"MEMORY KEYS" is the name of a most helpful, practicable, "Table-top" Volume, just off the press. This little book is alive with the electric sparks of memory-cultivation. It is simple; therefore, it is helpful. If you must study a memory course and have just one more thing to learn, you have one more thing to remember. This is NOT like studying. The principles are clearly explained—and you do not go outside of the things YOU SHOULD REMEMBER in improving your memory. This is not a theory—not an idea that somebody thought up to put into a book. It is PRACTICAL—right from its workshop where it has been doing service for many persons for many years. "Memory Keys" will become your handbook of memory-improvement. No matter how good you think your memory is, you NEED this "Table-top" Treatise—NOW!

The Earning-power of Memory!

A Good Memory is more than merely something to feel proud about. It is an ASSET! It has real EARNING POWER!

There are certain records that should be written. Other records should be remembered.

The man who buys and sells goods must have at his command a record of quality and prices—of fluctuating prices—of facts that pertain to market conditions. He often does not have the time to consult records. He must RELY UPON HIS MEMORY!

We all remember certain things. Memory is not something given to a favored few. But there is a vast difference between a keen, ACTIVE, DEPENDABLE memory and an uncertain, sluggish memory.

Put yourself to the test—and you may be surprised to learn that so many things have slipped out of your mind. At times, memory-flashes come to you that are astounding. You recall incidents about which you likely have not thought for years!

Everybody needs an active memory. The housewife, just as much as the college professor, must remember certain things. The farmer, the laborer, the clerk, the mechanic, the professional man or woman, must REMEMBER more than the ordinary things.

When a person has a keen memory, whatever line of business that person is in, should improve. Memory recalls experiences—and serves to caution us, to warn us, to protect us from throwing away the valuable facts through which we have passed, in study or by having lived them!

The thoughtless person—the individual who is "always forgetting" appointments and promises, has but a small place in business—and not much more in any of life's affairs.

What right has any person to claim superior mentality if that person has a poor memory? What right has anyone to boast about KNOWLEDGE, when a multitude of things that should be kept in mind, are forgotten? What is knowledge but RECORDED FACT?

If you must look in a book to learn what is said about a certain fact, you don't know it. The unthinking book, with its perfect record, has something better than your memory! You never know a thing until YOU CAN REMEMBER IT!

Apart from the commercial value of memory—and the educational need of memory—there is the SOCIAL SIDE! The bright, sparkling hostess is a woman who REMEMBERS!

Who has patience with the forgetful person? "Absent-mindedness" is the butt of everybody's jest.

The ASSET VALUE of memory—from whatever viewpoint you choose to study the subject—is something too important, too serious to pass unheeded. BRUSH UP your memory. KEEP IT brushed up!

You Are Shown How to Remember!

"MEMORY KEYS" is a "Table-top" Volume that SHOWS YOU HOW TO REMEMBER. This little volume tells you things about memory that will interest you from the first line.

This treatise is divided into helpful lessons—but they are not like text-book lessons. They tell you WHAT TO DO, and HOW TO DO IT, and you would never find anything more interesting than this direct-to-the-point instruction in Memory Improvement.

In "MEMORY KEYS" we have not mentioned Spiritualism. We have preferred to show you the HELPFULNESS that comes through this Truth without entering into the spiritual philosophy. But—the more you know about Spiritualism, the more easily you will trace the Truths of "Memory Keys" to their foundation!

Your memory is something that you should use specifically—here and now. It is something you cannot do without. What is worse than a limping memory? It is as annoying as a lame foot. It is often far more impeding to your progress!

You will always be thankful to "MEMORY KEYS" for its helpfulness. You will appreciate its merit, because it places no strain upon your mind. Too often a course in memory-training is more burdensome than the act of remembering! It is like a plaster on the back, that is just as annoying as the pain it is supposed to relieve!

"MEMORY KEYS" will prove to you that the improvement of your memory is not like learning something new. You already have the INGREDIENTS OF MEMORY in your mind. And the simple, helpful exercises that show you how to remember are of themselves MEMORY. In learning HOW to remember, you are REMEMBERING at the same time!

"MEMORY KEYS" unlocks the record-chambers of your mind—and makes the NEW memory-records deep and clear and easy to find.

"MEMORY KEYS" is one dollar a copy—but during the next two weeks (two weeks from the time you receive this circular), you may remit 75 cents for "MEMORY KEYS," or you may send just \$1.00 and receive BOTH "MEMORY KEYS" and "THE NATURAL LAW OF SUCCESS"! You get \$2.00 worth for \$1.00 by sending your order within the next two weeks!

Memory courses cost all the way from \$25.00 to \$50.00, and many of them cost more than fifty dollars. But no memory course could ever point out a shorter-cut, a quicker, more practicable method than you will find in this "Table-top" Treatise.

You get QUALITY—not quantity. No big, cumbersome book to study—but a neat, attractive, handy, helpful volume that will set your memory on the right track, right away!

Why not send one dollar NOW—and receive BOTH these "Table-top" Volumes—at just half the price?

Is Success Accidental or is Success the Product of Natural Law?

The more closely we study any subject, the more clearly we can see that NATURAL LAW is governing it. Take any of the arts or sciences, trades or professions, and in them we shall find abundant expressions of Natural Law. The RULES that regulate the doing of anything—the performing of any worthy work—are but recognitions of natural law. SUCCESS is related to the ordinary things that men and women do—have to do—in their daily work. There is success for one man where there is but toil for another. There is profit for one and failure for another. Is this fair? Is it unfair? Or is it only so much more proof that some folk RECOGNIZE THE UNDERLYING LAWS? While the achievements of one person must differ from those of another, there is still the knowledge that there are certain BED-ROCK truths that speed up success!

The World Needs More Successes!

"There is always room at the top" is not a slander, but a fact. Great corporations are on the lookout continuously for men and women BIG enough intellectually to fill important positions.

Take the skilled, trained, progressive man—the man who receives a big salary. How long do you think he has to look for work? Usually, positions are seeking him. How much different this is from the poor laborer, who must trudge around in the wet and the cold, begging for an opportunity of earning his daily bread!

We cannot say that only education wins success. Many persons have succeeded who had little schooling. We cannot say that it is position and influence, because most of the great successes come from "Nowhere"!

The people who succeed "follow a system." That is the simplest answer. They never waver from that system. They are true to the PRINCIPLES that guide them.

Why should you refuse to study those principles? No matter how BIG you are in whatever interests you, it is reasonable to believe that you wish to achieve still greater success.

And—Success does not mean only the winning of wealth. It may mean something different from fame. It may mean the SATISFACTION of arriving at the goal you set out to reach.

At times, like other mortals, you become weary. You ask yourself, "What's the use?" You feel that you are unappreciated—unheralded and unsung. Don't you know that the greatest successes in the world have felt the same way at times? The BIGGEST of big men, in the world of achievement, have passed through their deep blue periods when they felt that it was no use in trying to struggle any further.

The world is anxious to find Successes—to cheer them along their way. EVERY SUCCESS IS AN INSPIRATION to other persons. That is one reason everybody likes to know about successful folk. Every success proves that THERE IS AN OPPORTUNITY FOR OTHERS. What has been done can be done again!

The housewife has her ideals of success. The pupil has ideals of success. It is not alone the banker or the manufacturer or the merchant who thinks about success. SUCCESS, in some degree, is within the reach of MANY! Learn its RULES!

There are times when you need encouraging. Everybody does. Nothing else can bring you so much NEW COURAGE as the TRUTH! Once you become convinced that there is a great NATURAL LAW OF SUCCESS in operation—ready to help everybody in some measure—you begin to see life in a different way. You regard SUCCESS then as a reward for the application of the right rules—in the right way!

An Inspiration to Greater Efforts!

"THE NATURAL LAW OF SUCCESS" is certainly an inspiration to greater effort. It holds out tangible encouragement. It does not ask you to believe blindly. It PROVES to you that there are certain cardinal principles that will HELP ANYBODY to some extent!

This "Table-top" Treatise will appeal alike to the man of big affairs, and the person who is struggling. It talks STRAIGHT TO YOU, and you know it is meant for you and your assistance. That's why this concise little treatise is so helpful.

In writing "The Natural Law of Success," we have not mentioned Spiritualism—simply because we wish to hold you close to the earth and help you see the HERE AND NOW merit of this law. We wish you to think in terms of every-day life—but the more you know about Spiritualism, the more clearly you will see how these principles were given to us, to write in this form!

There is nothing more wearing in the world than FAILURE—than always being in hard luck. Sometimes the business man who, you think, has millions—wonders how he can meet his obligations. He keeps up a brave appearance, but the same FEAR has gripped his heart that bites at the heart of the beggar.

No person who still has any of this earth-life to live has the right to say that he or she no longer needs help on success. The tide of fortune turns quickly. It has turned upon men who felt that they were "safe for life," and has left them beached and penniless, and without the courage to start again.

But there are people who have LEARNED SUCCESS, who have studied its principles so well, and mastered them so thoroughly, that the turn in the tide of fortune brings neither fear nor apprehension. They have LEARNED HOW, and if the unforeseen takes from them that which they possess, they have the COURAGE to start again!

"THE NATURAL LAW OF SUCCESS" will comfort you, support you, encourage you. It carries its simple, wholesome lessons right to your heart. It makes you feel that a tried, true friend has come to call on you and help you.

How often does it seem as though we had no one to go to for advice, when we know that WE MUST BE ADVISED? How helpful this little "Table-top" Volume would be to a person in that predicament! And how helpful it must be to EVERYBODY!

For TWO WEEKS from the time you receive this circular, you may procure this dollar volume by sending 75 cents—or, if you wish to enclose \$1.00, you will receive BOTH "The Natural Law of Success" and "Memory Keys," prepaid! Why not send your dollar right now, and get this big two dollars' worth of REAL HELP?

SPECIAL: AN OPPORTUNITY IS AGAIN GIVEN TO YOU TO BUY "DEVELOPMENT OF MEDIUMSHIP" AND "HEALING FORCES" AT HALF PRICE!

DON'T WAIT SEND NOW

You have TWO WEEKS from the time this circular reaches you, in which to secure these two helpful "Table-top" Volumes for HALF-PRICE. The regular price of either "Memory Keys," or "The Natural Law of Success," is one dollar. That would make these two treatises two dollars. By remitting within the next two weeks, you may secure BOTH of them, prepaid, for just one dollar. But, bear in mind, time slips by without our knowing it. Again, there is enough delay in parcel-post matter. It may take a few days from the time we receive your order, to get these treatises in your hands. We can not help that. You know that when you send for them, YOU WISH THEM RIGHT AWAY! There is this mail delay anyway. Why add to the delay by waiting the full two weeks at your disposal?

HOW MANY NAMES OF INTERESTED PERSONS WILL YOU SEND TO US?

THE WILLIAM T. STEAD MEMORIAL CENTER is reaching and helping thousands of persons. It is bringing comfort, cheer, consolation and new hope to many. And each day, this work is being broadened. It is a work carried on for the sake of truth, and it is NOT a private enterprise. There are no "stockholders" and no divisions of profits to anyone. We operate our Publishing Department of business principles—and we are making thousands of friends.

YOU may know of someone—perhaps of several persons—who are interested in Spiritualism, and who would be very glad to receive our printed matter. They would be pleased of an opportunity of purchasing our publications.

We shall appreciate every name and address you can send us. We feel that you are helping those friends—and you are helping us in our work. You are assisting a BIG WORK, and not a private enterprise!

We care for names of INTERESTED persons only. We do not believe in trying to force our teachings on anyone. We should much prefer just ONE name of an interested person, to a dozen names of persons who likely are not interested.

Why not think of a few names and addresses and send them to us NOW, while the suggestion is fresh in your mind?

You may write them on the back of the order-form, or on a separate sheet of paper. You will be doing "your bit" for this work, without any cost to you except a few moments of time and a three-cent stamp. We thank you for your interest.

THE WILLIAM T. STEAD MEMORIAL CENTER is popularizing TRUTH by placing it before studious men and women in a form that is easy to understand. If truth exists—if there is any helpfulness in the great Spiritual Truths—then does it not stand to reason that there are helpful facts for THIS WORLD, HERE AND NOW?

We are glad to help people get the right idea of Success—glad to prove to them that the more nearly spiritual our efforts are, the more methodical and natural they are—the more RESULTFUL they will surely be!

In these two "Table-top" Volumes, "The Natural Law of Success" and "Memory Keys," we have taken up two vital questions—both dealing with success and progress. It is every person's RIGHT to succeed—but so surely as the great universe moves according to law and order, so must the minds of mortals be governed by law and order. As certainly as there is Natural Law in constant operation, so must there be expressions of that same law that will HELP PEOPLE RIGHT HERE AND NOW!

How many persons would refuse to spend a dollar for anything that they need—or even for things that will amuse them for a brief period? And what is there that ENJOYS—that FEELS—that senses the fact, the truth of living? THE MIND! Why not spend a dollar for YOUR MIND? You will never get more for a dollar—more that will remain CONTINUOUSLY HELPFUL to you!

"THE NATURAL LAW OF SUCCESS" and "MEMORY KEYS" are here waiting for you. Send a postoffice or express money order, a bank draft, a cashier's check—or, by registered letter, send the currency. If you send a personal check, please add 10 cents to pay the bank exchange.

You may order any time within the NEXT TWO WEEKS—but the safest, surest way, is to SEND RIGHT NOW! Then you will be certain of having these two valuable "Table-top" Volumes at this special INTRODUCTORY ONE-HALF PRICE!

"UNMASKING FEAR" A BOOKLET THAT MAKES YOU THINK! SENT FOR 20 CENTS!

When you send your order for the two "Table-top" volumes, "The Natural Law of Success" and "Memory Keys," enclosing \$1.00 for BOTH of them, prepaid; also include 20c more in postage stamps and get our new 32-page booklet, "Unmasking Fear."

This booklet, "Unmasking Fear," is the best tonic you could ever hope to secure in overcoming the Fear Demon. You will be unafraid when you look into the feature of this "devil of fear" that has obsessed so many mortals.

You can't be afraid in the same sense again, after you have read this booklet—and you will be glad to hand it to some friend to read. You will see the monster that has held back human progress, and you will see this monster just as it is!

STOP BEING AFRAID!! God never intended you to cringe in fear. He expects you to make the MOST of yourself—but so long as you are a fear-victim, you cannot progress!

Fear has held many a good man back—it has deprived many a woman of her happiness—it has broken up large corporations and brought disaster to nations. Fear of something or other is the greatest mortal drawback.

Be sure to enclose twenty cents in silver or postage when you send your order for the "Table-top" Volumes and get this "Unmasking Fear" booklet. It is brimful of new purpose—new determination—a new and fairer aspect of the world and of life!

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